



Fire Department

**William Wentlandt**  
Chief  
**Mark A. Sain**  
Assistant Chief

## **MEDIA ADVISORY**

### **For Immediate Release**

January 10, 2006

### **PROJECT ZERO**

The Milwaukee Fire Department is announcing ***PROJECT ZERO***. This effort includes five simple goals to enhance fire safety in Milwaukee:

1. Reduce the number of fire fatalities to zero.
2. Reduce the number of fire-related injuries.
3. Reduce the number of structure fires in Milwaukee.
4. Reduce the dollar loss of property due to fires in our community.
5. Increase the number of working smoke detectors in residential units in Milwaukee.

The Milwaukee media plays a critical role in maintaining our community concern and public awareness of fire safety. This effort is focused on the involvement of Milwaukee media outlets to be fully engaged in fire safety awareness.

Our goal is to have a constant and sustained fire safety message through the media that is tangible in our community. We encourage your involvement by weaving this important message in different media venues, including, news stories, talk shows, human interest stories, morning shows, weekend shows, public safety announcements, and special assignments.

The Milwaukee Fire Department continues to fully engage all of our members to spread the fire safety message to our citizens. To be effective we need to be seen on all television stations, be heard on all radio stations, and have fire safety stories read in all newspapers.

Our success in this effort is dependent on your involvement. Please contact Lieutenant Brian O' Connor at (414) 286-8968 to assist the Milwaukee Fire Department with this important endeavor. Thank you in advance for your help with this project in keeping Milwaukee fire safe.

#####